

Amendments to the Claims:

Please amend claims 1 and 22 as follows:

1. (currently amended) A method performed on an electronic content management system for managing consumer feedback relating to published content, said method comprising:

publishing content electronically using an electronic content management system;

receiving electronically over an electronic network a feedback message from a consumer regarding the published content, wherein said feedback message includes comments regarding the published content;

storing information from said feedback message in an electronic database;

determining that said feedback message includes comments regarding published content;

generating an escalation feedback message based at least on the comments regarding published content located in said feedback message; ~~and~~

routing said escalation feedback message electronically via an electronic network to the ~~an~~ electronic content management system, in order to close a communication loop between said content management system and said consumer;

altering the published content based on the feedback message.

2. (previously presented) The method according to claim 1, wherein said routing said escalation feedback message comprises forwarding said escalation feedback message to an originating website.

3. (previously presented) The method according to claim 2, wherein said forwarding said escalation feedback message to an originating website includes forwarding said escalation feedback message to a particular section within said originating website.

4. (previously presented) The method according to claim 1, further comprising routing said escalation feedback message to a corporate wide help desk.

5. (previously presented) The method according to claim 1, further comprising monitoring a content accessing activity of said consumer upon receiving said feedback message in order to track a consumption pattern of said consumer.

6. (previously presented) The method according to claim 1, further comprising sending a response message to said consumer in response to said feedback message wherein said response message includes one or more predefined responses that are selected based on said feedback message.

7. (previously presented) The method according to claim 1, further comprising receiving a reply message from said consumer in reply to said response message, and repeating said steps of storing, determining, generating, and routing.

8. (previously presented) The method according to claim 1, further comprising opening a ticket including a tracking number for said ticket upon receiving said feedback message, and closing said ticket after said escalation feedback message is routed to said content management system.

9-20. (withdrawn).

21. (currently amended) A computer program product for managing consumer feedback relating to published content in an electronic content management system, the computer program product including a computer-readable medium having computer program code embodied therein, the computer program code comprising:

first instructions for receiving electronically over an electronic network a feedback message from a consumer regarding published content published and managed by an electronic content management system, wherein said feedback message includes comments regarding the published content;

second instructions for storing said feedback message in an electronic database;

third instructions for determining that said feedback message includes comments regarding published content;

fourth instructions for generating an escalation feedback message based at least on the comments regarding published content located in said feedback message; ~~and~~

fifth instructions for routing said escalation feedback message electronically via an electronic network to the an electronic content management system, in order to close a communication loop between said content management system publishing and managing the published content and said consumer; and

sixth instructions for facilitating altering the published content based on the feedback message.

22. (previously presented) The computer program product according to claim 21, wherein said fifth instructions for routing said escalation feedback message comprises forwarding said escalation feedback message to an originating website.

23. (previously presented) The computer program product according to claim 22, wherein said fifth instructions for routing said escalation feedback message comprises forwarding said escalation feedback message to an originating website and forwarding said escalation feedback message to a particular section within said originating website.

24. (previously presented) The computer program product according to claim 21, wherein said fifth instructions further routes said escalation feedback message to a corporate wide help desk.

25. (previously presented) The computer program product according to claim 21, further comprising a sixth instruction for monitoring a content accessing activity of said consumer upon receiving said feedback message in order to track a consumption pattern of said consumer.

26. (previously presented) The computer program product according to claim 21, further comprising seventh instructions for sending a response message to said consumer in response to

said feedback message wherein said response message includes one or more predefined responses that are selected based on said feedback message.

27. (previously presented) The computer program product according to claim 21, further comprising eighth instructions for receiving a reply message from said consumer in reply to said response message, and repeating said second through fifth instructions.

28. (previously presented) The computer program product according to claim 21, further comprising ninth instructions for opening a ticket including a tracking number for said ticket upon receiving said feedback message, and closing said ticket after said escalation feedback message is routed to said content management system.